

Market Customizations

XP, Longhorn & Beyond

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What is it?

- “Software that looks, feels & behaves as if designed for the target market”
- The best of both worlds
 - Global Design (Universal Requirements)
 - Local Flavor (Local Requirements)
- Worldwide Binary + Market Pack + Language Pack = Local Software

Localization vs. Market Customization

Localization

- Language Oriented (Translation+)
- 1 Language
 - 1...N Markets
- Language Specific Settings
- 1 Flavor fits all Markets
- No New Functionality
- No Functional Supersets
- No Visual Differences
- Some Market Settings

Market Customization

- Market Oriented (Adaptation+)
- 1 Market
 - 1...N Languages
- No Language Settings
- 1+ Flavors per Market
- New Functionality
- Functionality Supersets
- Visual Supersets & Customization
- Market Specific Settings

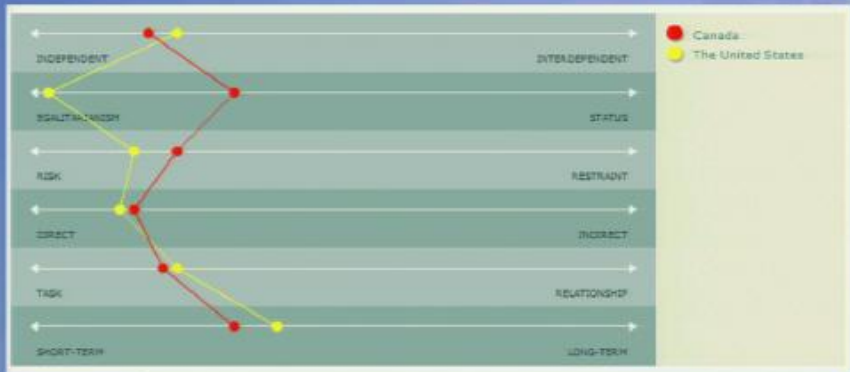
Why?

Our Users

- Because Software is about providing solutions to:
 - Problems
 - Needs & Requirements
 - Innovate, realize potential
- Because this can't be done without knowing the Customer
- Because depending on their Market customers are *really* different.
- "Take care of the Customer and the Business will take care of itself"
– McDonalds Founder

Are we really *that* different?

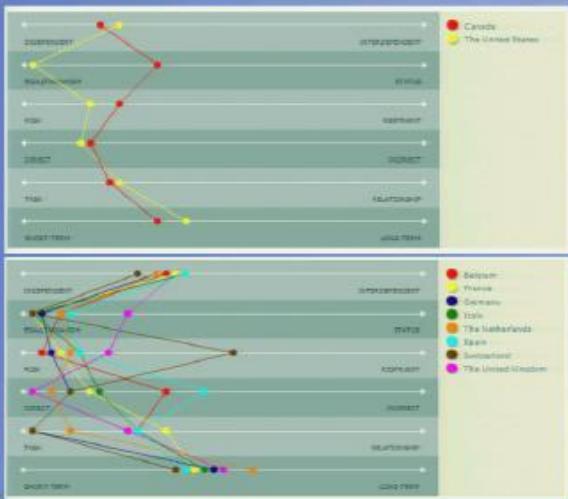
- Some Socio-Cultural snapshots



South America



Western Europe



Northern Europe



Eastern Europe



Asia



Northern Europe



Why?

Our Markets

- You can't know the customer if you ignore the Market. Culture: Language(s) Spoken
 - i.e. Dialects, Handwriting
- Tech Trends: Opportunities & Limitations
 - Learning from other's experiences
 - i.e. Mobility, Social Computing, Broadband
- Economy, Purchase Power
 - i.e. 1 PC = 3-6 months of Salary. Office = 1 month of Salary
- Etc..
- The Software will not be Market-Savvy unless you do so, or it will remain "Market-Impaired".
- Product Planning, Personas, Usability Studies, etc are US Only

Why?

Revenue

- Because Software can't be solely driven by revenue, though revenue is very important

US: 36%

Non US: 64%

- Wouldn't people stop buying our products if we weren't doing the right thing? **not really**
 - Difference between needing the solution and actually liking it: having the solution meet the user expectations, needs & requirements.
 - Expectations are very socio-cultural sensitive.
 - Car example

Why?

Caring: Satisfaction & Trust

US

- Population: 293M (+.9%)
- PC Base: 111.3M (+6.5%)
- Revenue:
 - Total: 494.7M
 - Per Person: \$1.7
 - Per PC: \$4.4

Germany

- Population: 82M (-.1%)
- PC Base: 15.5M (+12.3%)
- Revenue:
 - Total: 47.8M
 - Per Person: \$0.58
 - Per PC: \$3

Why?

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•Cust. Trust: 67%

- 33% of US customers don't trust Microsoft.
- 1 out of 3!

Germany

- Population: 82M (–.1%)
- PC Base: 15.5M (+12.3%)
- Revenue:
 - Total: 47.8M
 - Per Person: \$0.58
 - Per PC: \$3

•Cust. Trust: 6%

- 94% of German customers don't trust Microsoft.
- 9+ out of 10!!!

Why?

Innovation & Opportunities

- Today Longhorn is Language Neutral
 - English is just another language
- Blackcomb will be Market Neutral aka Market-Agnostic
 - Market Pack the same way we have a language Pack
 - Flexible SKU's
 - Bacteria & Cannibalization
 - Market, Language & Features make up SKU definition
- Start steering LH into Market Neutral with current effort.

How is it done?

Technically

- For every OS Component/Experience:
 - Are visuals customizable?
 - Can we create Feature supersets?
 - i.e.: Dual Calendar Views in the Clock?
 - Can we create New Features?
- Market Customization Kit: Similar to Loc Studio, it creates a Market Pack
 - Mini-Packs for XP released this month. Very visual oriented.
- Market Customization like Localization is a Horizontal Experience across all OS pillars.
 - Web Browsing, Communication, Core UI, etc.

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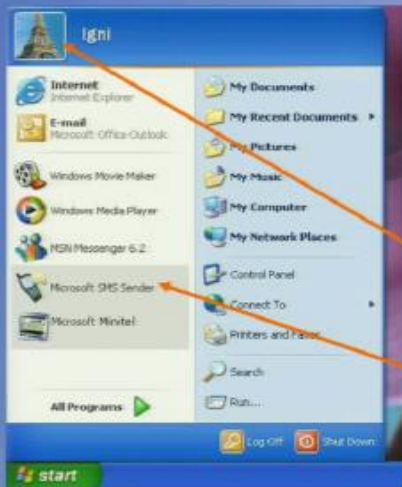
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Where?

Visuals & Branding



Sample Pictures



Local User Pictures



Int'l Applications



Where?

Functional Supersets

Time and Date Properties

Time: 8:12:32 PM

Date: Thursday, November 10

Seattle

US Mountain US Eastern Beijing (+1 day)

Thanksgiving Day 4th Thursday of November

Thanksgiving was first celebrated by Pilgrims and Native Americans in colonial New England in the early 17th century. Today Thanksgiving is mainly a celebration of domestic life, centered on the home and family.

Calculator Plus

Category: 0.

Lengths

Convert from: meters

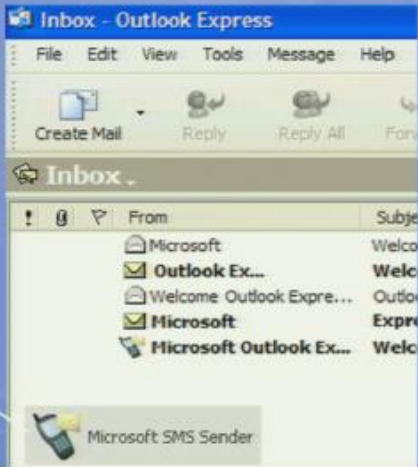
Convert to: feet

Convert

Calculator Plus interface showing conversion settings and a numeric keypad.

Where?

New Features



How is it done?

User Expectations & Needs

- 40+ In-country PMs
 - Personas Project (TBC Jan 17th)
 - Research on how practically different are we? Needs, requirements, expectations
 - End User
 - Knowledge Worker
 - Academia
 - Advisory Councils (Starting Jan 18th)
 - Made of Persona representatives
 - Goal: Validate Market Customization Projects and find opportunities.
 - Drive Content and Partnerships into Market Packs
 - Create out-of-band solutions

How is it done?

Intl. Markets – The Big Picture

- Market PMs (Redmond)
 - Interact with Core teams
 - Feature PMs
 - Design
 - User Research
 - In the future with Planning
 - Same org as In-country PMs
 - Identify cross-market trends and priorities,
 - Make product integration recommendations
 - In-band Solutions

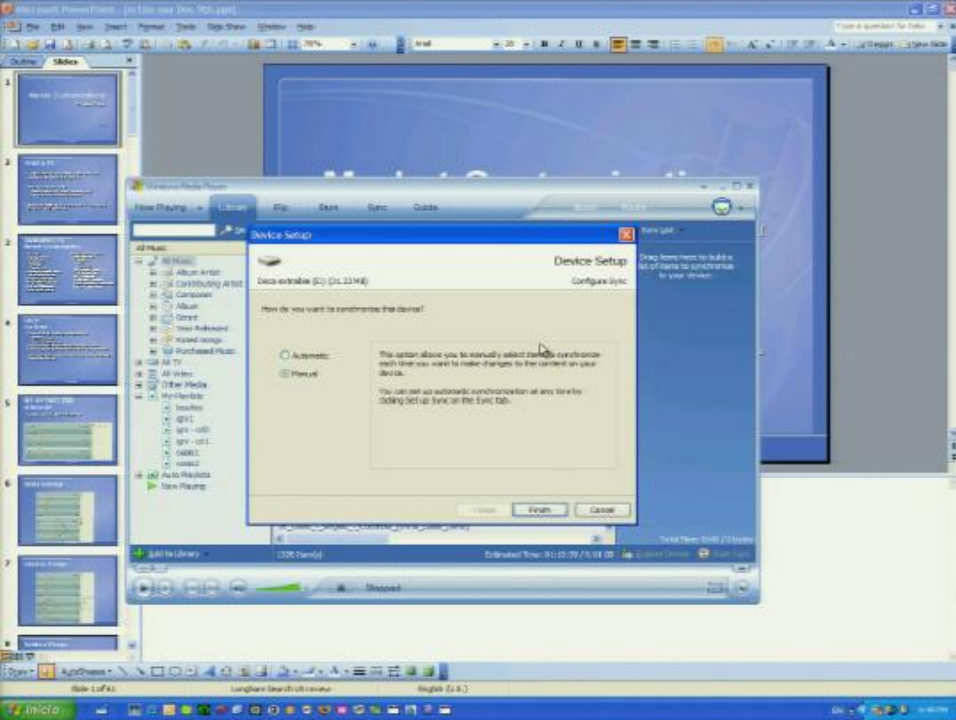
How is it done?

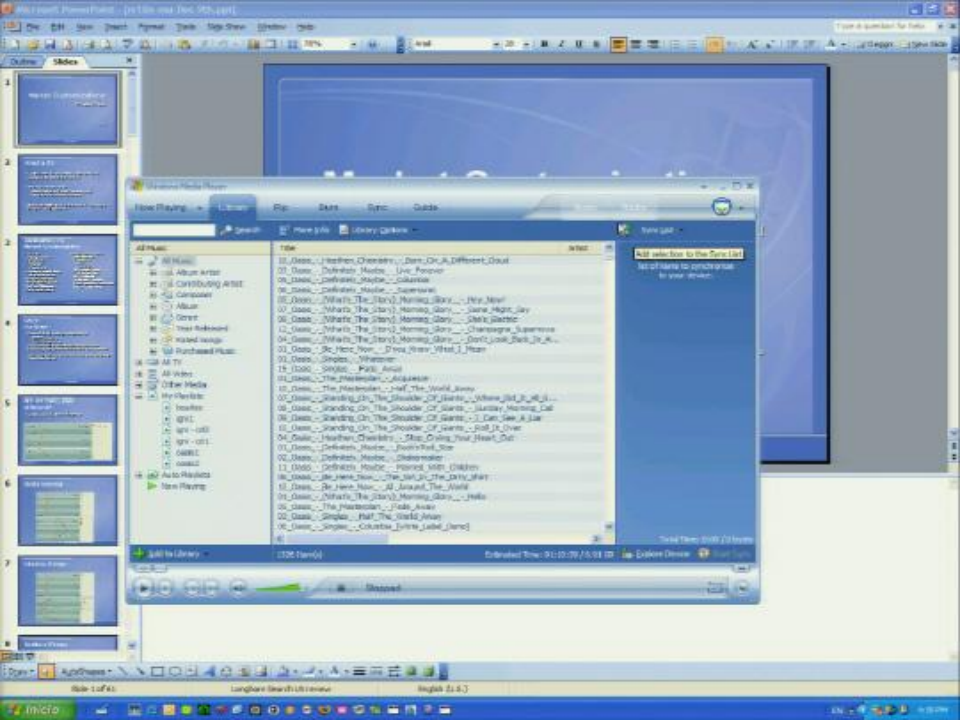
Intl. Platform

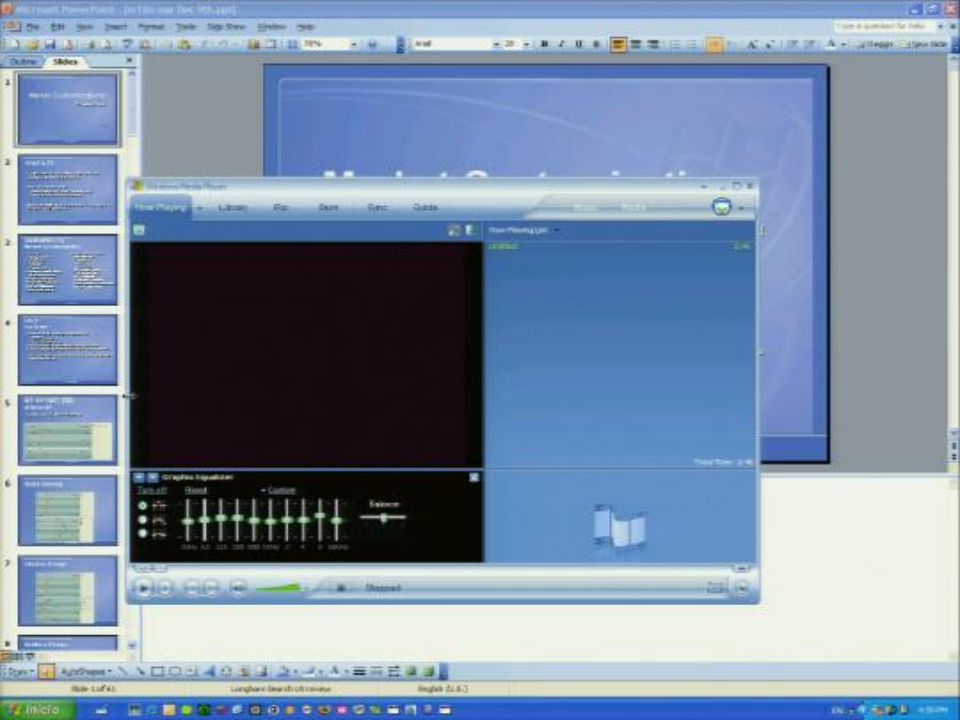
- GIFT
 - OS Components:
 - Regional Options
 - Platform Integration
 - OS Technologies:
 - Localization/Resource Loadign: MUI
 - Globalization: NLS
 - Etc.
 - User Experience:
 - Media Acquisition
 - UI Design
 - Overall Ux & Assistance

XP Releases

- Video









Sokongan Saya



Beranda untuk Mula



Tong Kitar Semula

Mula

Microsoft Windows XP
Starter Edition

10:21



Sokongan Saya



Bersedia untuk Mula



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Longhorn Plans

- LH is Language Neutral but not Market Neutral/Agonistic
 - Supposing Market Base is Global
 - Building on top of it and complementing it
 - Language Pack: UI Text & Lang Enabling
 - Market Pack:
 - Superset of Visuals & Features
 - Horizontal Experience
- Details on LH plans
 - Setup
 - Pick Language
 - Pick Location
 - Visuals
 - All Media: Samples, User Pictures, etc
 - Background, Screensaver
 - Feature supersets
 - Clock
 - Calculator
 - New Features
 - SMS
 - Citizen Center

Longhorn Visuals & Branding



Sample Pictures

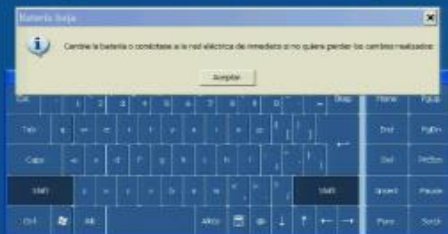


Local User Pictures



Local Applications





NO SIGNAL

Longhorn Visuals & Branding



Sample Pictures



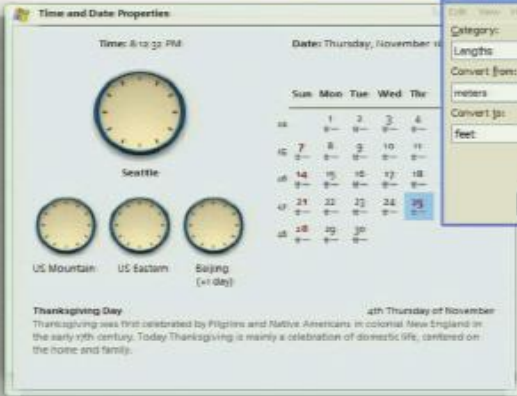
Local User Pictures



Int Applications



Longhorn Functional Supersets



Longhorn New Features



Blackcomb Plans

- Market Neutral & Agnostic
 - 100% Language Neutral:
 - Common Lang Functionality (ie: Font Support)
 - Core has:
 - No UI Text, No Particular Language Enabling, No Fonts, etc.
 - 100% Market Agnostic
 - Common Worldwide Functionality & Visuals
 - Core has:
 - No ISDN features if market & SKU doesn't support it
- Core w/o a Market Pack & a Lang Pack is useless.

Market Customization Opportunities

- Avoid Cannibalization → Allow flexible pricing and SKU'ing
- Chicken Sandwich Example
- If the product is so local, and doesn't work elsewhere, who in their right mind would use it?
- Home SKU: no mobility
- Pro SKU: mobility

OS Architecture (i)

CORE FUNCTIONALITY

Experiences,
Core Code
Default Settings

LANG PACK

UI Resources (.mui)
Lang Enabling (IME...)
UA Resources (.chm, .hlp)

MARKET PACK

Visuals
Feature Supersets
New Features
Specific Settings

LINCESING SKU Definition

Feature Set
Activation / Licensing

OS Architecture (ii)

CORE FUNCTIONALITY

Experiences,
Core Code
Default Settings

MARKET PACK

Visuals
Feature Supersets
New Features
Specific Settings

LANGUAGE(S)

UI Resources (.mui)
Lang Enabling (IME...)
UA Resources (.chm, .hip)

MARKET CORE

Visuals
Feature Supersets
New Features

LINCESING SKU Definition

Feature Set
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Questions

